

ORDER

FIRST COAST NEWS



A GANNETT COMPANY

Orders
Order / Rev: 691847 - 3
Alt Order #: 6189571
Product Desc: SENATE RACE
Estimate: 475
Flight Dates: 10/02/12 - 10/08/12
Original Date / Rev: 09/12/12 / 09/12/12
Order Type: Political

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

WTLV-TV

Agency Name: Abar Hutton Media/ POL
Buying Contact:
Billing Contact:
 6190 Grovedale Court Suite 200
 Alexandria, VA 22310

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Nelson, B/ D / US Senate
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	52	\$17,670.00	\$15,019.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	52	\$17,670.00	\$15,019.50	0.00
Totals	52	\$17,670.00	\$15,019.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
WTLV-TV	30%	\$17,670.00
Market	100%	\$58,900.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	9%	\$5,301.00
WCWJ	1%	\$589.00
WJXT	28%	\$16,492.00
WJXX	7%	\$4,123.00
WTEV	25%	\$14,725.00

mg 23

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 21	WTLV	10/06/12	10/06/12	Sat 730-8p Jeopardy	CM	Sat 7:30p-8p	-----S-	:30	1	\$150.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-		1			\$150.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WTLV	10/01/12-10/07/12	Sat 730-8p		Sat 7:30p-8p	-----Sa--	:30		(\$150.00)		0.00	NM		
	Credited														
N 23	WTLV	10/02/12	10/05/12	M-F 10-11a Today Show 3	CM	M-F 10a-11a	-TWTF--	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-TWTF--		1			\$150.00			0.00			
Totals														52	\$17,670.00

REP HEADLINE# 6189571 TRF# 691847 REP: TEL# 610-293-4100 FAX# 610-225-7233
\$\$\$ MOD# 1: APPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!! FROM STATION SEP12/12 15.54
ORDER WORKSHEET ORDER WORKSHEET HARRIS RPT. *** WTLV-TV ***

NEW	BIAS#	DATE
ADD	1/AGENCY#	ABAR HUTTON MEDIA
DELETE	2/ADVERTISER#	POLI/B NELSON/D/SEN/FL
ORDER	3/PROD# EST#475	SENATE RACE
	20/EOS 4/SLSP#	JIM QUINN
LINE/S	5/REP#	- PHILADELPHIA
	21/BILL WK.	9/AREA
PARTIAL LINE/S	63/PCON 64/ACON	10/BILL CODE
AGENCY - 6190 GROVEDALE COURT, SUITE 200	11/RATE CARD	16/BYR - SHELLI HUTTON
ADDRESS ALEXANDRIA, VA 22310	14/ORDER TYPE	17/RTG SVC - NSI
START DATE-OCT2/12 END DATE-OCT8/12 WK-1	57/CO-OP TYPE	CO-OP KEY D/P REC#
	59/STATE TAX	58/CITY TAX

REP: CREATED MG OFFER LN 23 FOR NA SPOT LN 21
PLS CNF
THANKS
ANGELA

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION
STATION MAKEGOOD OFFERS:
M1 OK'D BUY#21 MISSED: SAT/730P-800P OCT6 30S \$150.00 (SEP12/12)
OFFER: TU-F/1000A-1100A OCT2 30S \$150.00 PLS ADVISE.

CMT: MG OFFER FOR NA SPOT

CONTRACT TOTAL 17670.00
TOTAL SPOTS 52